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SARATOGA, CALIFORNIA, U.S.A., 1999 JUN 1 (NB) -- By Ian Stokell, Newsbytes. Hoping to cash in on the growing popularity of the e-commerce phenomenon...
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Attempting to maintain momentum for its Interactive Sprite.com RocketCash campaign, Sprite will add a third installment to its TV effort this week.
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DoughNET.com: Sites For Store Buys Hold Keys to Kids' Tastes.
► [Selling to Kids](#), July 07 1999
9. **What Kids Buy.** - 1 page
Three Web sites that offer, in effect, an online mall for kids make great sources of the stuff kids crave. Here are the top-ten daily best sellers for...
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E-wallets and other online purchasing products for kids have been slow to pick up, as even the major players in this space will admit. "It's been a...
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42. **RocketCash(TM) Gives Teens Complete E-Commerce Freedom, Allows Kids to Open Free Online Spending Accounts Without Parent Credit Cards.** - 2 pages
Leading Online Shopping Gateway for Teens Also Adds Electronic Gift
► [PR Newswire](#), October 05 1999
43. **RocketCash Adds GameProSuperstore.com to Top Merchant Roster, Creates Most Complete Range of Gaming Products for Teens Online.** - 2 pages
IDG Games Media Group and Entertainment Brands LLC Select Preferred Teen
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Cynthia Sandor Rounds Out Stellar Management Team at Teen Online
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Premier Teen E-Commerce Gateway and Online Music Company Team Up
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NEW YORK--(BUSINESS WIRE)--June 10, 1999--
► [Business Wire](#), June 10 1999
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48. **RocketCash Chooses Globix for Internet-Based E-Commerce Solutions.** - 2 pages
First Kid-Related E-Commerce Gateway to Co-Locate Its Web Site
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Quicken.com Creates the Opportunity for Parents to Help Teens Manage
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RocketCash and Cybergold Empower Teens to Earn Money and Shop Online

PR NEWSWIRE

March 07, 2000

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

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Partnership Gives Cybergold Access to Online Teen Market

MOUNTAIN VIEW, Calif., March 7 /PRNewswire/ -- **RocketCash** (<http://www.rocketcash.com>), the leading online gateway that allows teens to shop and buy on the Internet without a credit card, today announced a partnership with Cybergold (Nasdaq: CGLD) that gives parents the ability to earn cash and to transfer it to their teen's **RocketCash** account. The money can then be used by the teens to shop online at their favorite merchants.

This alliance furthers **RocketCash**'s commitment to provide the best e-commerce experience for teens, expanding the company's overall offerings as the online teen shopping destination. With the new program, parents can now click on their favorite online advertisements or product programs and earn cash. The money can be used to purchase **RocketCash** then used by teens to make purchases at more than 80 top-tier merchants.

"Cybergold and **RocketCash** have created the ability to translate Internet incentive rewards into online purchases for teens," said Jeffrey Mason, co-founder and CEO of **RocketCash**. "This partnership gives **RocketCash** customers yet another method to fund their accounts."

The program begins in spring of 2000. Online consumers will be able to earn Cybergold cash and then add it to a **RocketCash** account, giving them access to the most popular teen merchants. Each unit of Cybergold (worth one U.S. dollar) will transfer into one dollar of **RocketCash**, making online purchasing a seamless, easy experience for consumers. **RocketCash** will assimilate funds within each account. Merchant partners do not need to perform any site modifications in order to begin accepting Cybergold as currency.

"This program gives our members more options with their Cybergold dollars," said Dan Berger, general manager of Cybergold's Incentives Division. "Partnering with **RocketCash** allows us to meet teen demand for our service. We're very pleased to partner with **RocketCash** as it is obviously a leader in attracting teens to shop on the Internet."

About Cybergold

Cybergold, Inc. pioneered Internet incentives by rewarding consumers with cash for responding to Web-based advertisements and programs. With nearly five million members, Cybergold provides its clients with one of the most efficient means of reaching consumers on the Internet. Cybergold members are provided with a wide selection of programs to receive the best value for their attention and activities. Members are free to spend their cash on or off-line by transferring it to a VISA card or a bank checking account. Cybergold's partners include Visa USA, MBNA, AOL, EarthLink, E*TRADE and Autobytel. Cybergold is headquartered in Oakland, California. For more information, visit www.cybergold.com.

About **RocketCash** Corporation

Founded in December 1998, **RocketCash** is the first online gateway that enables Generation Y to shop and buy online, without a credit card, in a safe, teen friendly environment. **RocketCash** is a free service, committed to providing the broadest selection of merchants, including Amazon.com, Alloy, ARTISTdirect, Barnesandnoble.com, CDNOW, Delia's, Fogdog Sports, JCrew, Pacific Sunwear and Reel.com. **RocketCash.com** has the security and privacy parents can trust. **RocketCash** is a privately owned, venture-funded corporation based in Mountain View, California, and located on the World Wide Web at <http://www.rocketcash.com>.

NOTE: **RocketCash** and **RocketCash.com** are registered trademarks of **RocketCash** Corporation. All other trademarks and service marks are the property of their respective holders.

/CONTACT: Nicole Zent of Blanc and Otus, 650-404-0900, or

*Reported by
Nancy*

nzent@blancandotus.com, for **RocketCash** Corp./ 08:03 EST
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